



PROGRAMMATIC SOLUTIONS

## TOPIX IS A TECHNOLOGY COMPANY FOCUSING ON ENTERTAINMENT MEDIA

### ENTERTAINMENT

*offbeat stars*  
*rewind tempo*

### LIFESTYLE

*blackbeat*  
*estrellas*

### FAMILY

*parenthood*

### PETS

*pawsome*

### HEALTH

*wellnest*

### TRAVEL

*passport*

### SPORTS

*sideline*

## HIGH QUALITY, BRAND SAFE INVENTORY

**80%+**

Viewability

**4.4 B**

Ad Impressions per Month

**TOP 5**

Entertainment / News Category

## REACH

**25.5 MM**

US Unique Visitors per Month

**7.4**

Minutes per Session

**2.5 B**

Total Page Views per Month

## DEMOGRAPHICS

### AGE



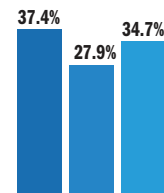
- MILLENNIALS (A18-34): 32.2%
- GENERATION X (A35-54): 39.9%
- BABY BOOMERS (A55+): 27.5%

### GENDER



- FEMALE: 61.2%
- MALE: 38.8%

### AFFLUENCE



- Under \$60k
- \$60k - \$99,999
- \$100k

\* Data is 3 month average Oct-Dec 2017

## PROGRAMMATIC PACKAGES

Targeting Options: High Viewability, Content Category, Demo

### DESKTOP

728x90 300x250 160x600

### MOBILE WEB

300x250 320x50

### HIGH IMPACT

300x600 970x90 970x250



All inventory is premium, brand safe, and fully transparent.

For more information about Topix Private Marketplace offerings contact [adops@topix.com](mailto:adops@topix.com)